

# 2012 Economic Census Update

2014 MD SDC Affiliates Meeting

June 12, 2014

Andy Hait

U.S. Census Bureau

# Outline

- Census Economic Programs **Primer**
- Our New **business.census.gov** Site
  - What's Been **Released So Far**
  - What's Coming Up (Industry Series, etc.)
- Other **New Offerings**

# Census Economic Data

- Monthly and Quarterly Data
  - Leading Economic Indicators, like *Monthly Retail Sales*
- Annual Data
  - *Annual Survey of Manufactures*
- The **Economic Census** and Related Programs

U.S. Census Bureau Economic Indicators				
<a href="#">Advance Report Durable Goods</a>				
March 2014 Report	\$234.8 B	↑ <sup>o</sup>	New Orders	2.6%
Released 8:30 AM EDT, 4/24/14				
<a href="#">New Residential Sales</a>				
March 2014 Report	384,000	↓	Single-family houses	-14.5%
Released 10:00 AM EDT, 4/23/14				
<a href="#">New Residential Construction</a>				
March 2014 Report	946,000	↑ <sup>*</sup>	Housing starts	2.8%
Released 8:30 AM EDT, 4/16/14				
<a href="#">Business Inventories</a>				
March 2014 Report	\$1,715.6 B	↑		0.4%
Released 10:00 AM EDT, 4/14/14				
<a href="#">View All</a>				<sup>*</sup> change not statistically significant <sup>o</sup> significance not reported / applicable

# Key Economic Census Terms

- **NAICS** (North American Industry Classification System)
  - Our primary data dimension
- **Establishments** (vs. Companies, Firms, etc.)
  - Our collection/tabulation level
- **Employers** (vs. Nonemployers)
  - EC only covers employer businesses
- U.S. Code **Title 13 and 26**
  - Protects business privacy



# Business.Census.Gov

The screenshot displays the Business.Census.Gov website interface. At the top, the United States Census Bureau logo is on the left, and navigation links for 'U.S. Department of Commerce', 'Blogs', 'Index A-Z', 'Glossary', and 'FAQs' are on the right. A search bar is also present. Below the header, a main navigation bar includes 'Topics' (circled in red), 'Geography', 'Library', 'Data', 'About the Bureau', and 'Newsroom'. The 'Topics' dropdown menu is open, showing 'Population, Economy' (circled in red), 'Business', 'Education', 'Employment', 'Families & Living Arrangements', 'Health', 'Housing', 'Income & Poverty', 'International Trade', 'Public Sector', and 'Index A-Z'. The 'Economy' section is highlighted, listing 'Classification Codes (i.e., NAICS)', 'Economic Census' (circled in red), 'Economic Indicators', 'Economic Studies', 'Industry Statistics Portal', and 'Other Economic Programs'. The main content area features a large orange banner for 'Mining, Quarrying, Oil and Gas Extraction Booming' with a pumpjack image. Below this, there's a 'Population Clock' showing U.S. and World population counts, a 'Latest News' section with a headline about a Google Hangout, and a 'Quick Facts' section with a map of the United States.

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Search

United States Census Bureau

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Geography  
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Infographics, Publications

Data  
Tools, Developers

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News, Events, Blogs

**Mining, Quarrying, Oil and Gas Extraction Booming**  
This sector showed tremendous growth as establishments rose by 26.4 percent. Read more in the *2012 Economic Census Advance Report* - the first report capturing a comprehensive look at the U.S. economy since the 2007 recession.

**Population Clock**  
U.S. Population  
3 1 8 0 2 9 5 4 5  
World Population  
7 1 6 5 5 6 8 7 4 0  
May 12, 2014 18:44 UTC (+4) [Learn More >>](#)

**Quick Facts**  
Quick, easy access to people, business, and more.  
Select a state to view data.

**Latest News**  
Census Bureau to Participate in Google Hangout with Bicyclists  
May 08, 2014  
U.S. Census Bureau analyst and author of a report on bicycling to work, will participate in a Google Hangout with the League of American Bicyclists.  
Biking to Work Increases 60 Percent Over Last Decade  
May 08, 2014

**Topics**  
Population, Economy

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Maps, Geographic Data

**Library**  
Infographics, Publications

**Data**  
Tools, Developers

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Research, Surveys

**Population**

**Economy**

Business

Education

Employment

Families & Living Arrangements

Health

Housing

Income & Poverty

International Trade

Public Sector

Index A-Z

**Economy**  
The U.S. Census Bureau is the official source of statistical data tracking the national economy.

Classification Codes (i.e., NAICS)

**Economic Census**

Economic Indicators

Economic Studies

Industry Statistics Portal

Other Economic Programs

# Main Page



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Population, Economy

Geography  
Maps, Geographic Data

Library  
Infographics, Publications

Data  
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You are here: [Census.gov](#) > [Economic Census](#)

## Economic Census

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New for 2012

[About the Economic Census](#)

[How can I use census data?](#)

[Data Revisions](#)

[Quick links to data tools](#)

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**I am looking for statistics on...**

[Find the right data >](#)

**Information and Promotion**

[Resources to inform your organization >](#)

**Resource Center**

[Reference and tutorials >](#)

The release of detailed industry statistics has been released. Find [data](#) or learn more about the [Industry Series](#).

Economic statistics from the Census Bureau can help your industry, community, and business. The data you provide improves our statistics.

[Find the data you need](#)

[Information for your organization](#)

[Responding to the Economic Census](#)

**Fun Facts**

*Just released from the 2012 Economic Census*

**Wholesale Trade** reported the highest sales of all sectors in 2012 (**nearly \$7.2 trillion**) as well as the highest increase in sales from 2007 (up \$673.1 billion)

[business.census.gov](#)



**Key Dates**

March 2014  
First statistics available  
June 2014 - Feb 2015  
Industry Series is released

[Full Schedule >](#)

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# Release Schedule

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### In this section:

[What's been released](#)  
[Schedule by quarter](#)  
[Upcoming releases](#)

## 2012 Economic Census Release Schedule

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### See the schedule by quarter



### See what's been released

What's been released

See a Basic Table

Publication Series	Report Title	Release Date Range
Core Business Statistics	Advance Report	March '14
	Enterprise Statistics	Feb '16
	Franchise	Feb '16
	Bridge	June '16
	Comparative	June '16
Industry Series	Construction	Oct '14 - Dec '14
	Manufacturing	June '14 - Dec '14
	Mining	Oct '14 - Dec '14
	Retail	July '14 - Jan '15
	Services	July '14 - Feb '15
	Utilities and Finance	June '14 - Feb '15
	Wholesale	July '14 - Feb '15

### See upcoming releases

What will be released

See a Basic Table

The following publications will be released in the next 30 days. Note to users: dates are subject to change. If you're unsure when a release will occur, the list is updated on a biweekly basis.

Publications being released in the next 30 days:

- Finance and Insurance: Industry Series, 2012: Monetary Authorities - Central Bank
- Finance and Insurance: Industry Series, 2012: Securities and Commodity Exchanges
- Manufacturing: Industry Series, 2012: Beet Sugar Manufacturing
- Manufacturing: Industry Series, 2012: Cane Sugar Manufacturing
- Manufacturing: Industry Series, 2012: Guided Missile and Space Vehicle Manufacturing
- Manufacturing: Industry Series, 2012: Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing
- Manufacturing: Industry Series, 2012: Newsprint Mills
- Manufacturing: Industry Series, 2012: Pulp Mills
- Real Estate and Rental and Leasing: Industry Series, 2012: Lessors of Miniwarehouses and Self-Storage Units
- Real Estate and Rental and Leasing: Industry Series, 2012: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)
- Transportation and Warehousing: Industry Series, 2012: Scenic and Sightseeing Transportation
- Transportation and Warehousing: Industry Series, 2012: Transit and Ground Passenger Transportation

## 2012 Economic Census Release Schedule by Program and Series

Publication Series	Report Title	Release Date Range
Core Business Statistics	Advance Report	March '14
	Enterprise Statistics	Feb '16
	Franchise	Feb '16
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## Upcoming releases

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Return to the [Release Schedule](#)



# Advance Report

- National-level data at 2- and 3-digit NAICS
- Released on March 26<sup>th</sup>, 2014

FOR IMMEDIATE RELEASE: WEDNESDAY, MARCH 26, 2014

## Mining, Quarrying, Oil and Gas Extraction Booming, According to First Results from the Census Bureau's 2012 Economic Census

*From Utilities to Health Care to Manufacturing, Census Bureau Statistics Provide Look at U.S. Economy Since Recession*

The mining, quarrying, and oil and gas extraction sector of the economy showed tremendous growth from 2007 to 2012 as the number of establishments rose by 26.4 percent, according to the [2012 Economic Census Advance Report](#) released today by the U.S. Census Bureau.

These results provide the first comprehensive look at the U.S. economy since the 2007 recession. The economic census is the most authoritative and comprehensive source of information about U.S. businesses from the national to the local level. It provides the foundation and benchmark for gross domestic product, monthly retail sales, as well as other indicators of economic performance.

"The economic census is one of the Commerce Department's most valuable data resources," U.S. Secretary of Commerce Penny Pritzker said. "By providing a close-up look at millions of U.S. companies in thousands of industries, the economic census is an important tool that informs policy at the local, state and national level, and helps businesses make critical decisions that drive economic growth and job creation. At the Department of Commerce, one of the top priorities of our 'Open for Business Agenda' is to make our data easier to access and understand so that it can continue enabling startups, moving markets, protecting life and property, and powering both small and large businesses across the country."

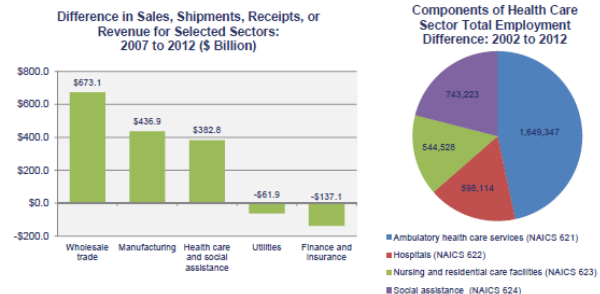


### 2012 Economic Census: Advance Report Snapshot

#### Selected Preliminary Findings

##### DID YOU KNOW?

The Health Care sector was not only the largest employer in the U.S. in 2012 (with nearly 18.6 million employees) but this sector also reported the highest annual payroll (\$804.4 billion). The Wholesale Trade sector reported the most sales (\$7.2 trillion), and the Retail Trade sector had the largest number of businesses (nearly 1.1 million establishments).



#### Employment Statistics in Top 5 Economic Census Sectors in the U.S.: 2012, 2007, & 2002

NAICS Code	NAICS Title	Number of Employees (sector ranking criteria)				Annual Payroll per Employee (\$)			
		2012	2007	2002	Change 2002 - 2012	2012	2007	2002	Change 2002 - 2012
62	Health care and social assistance	18,587,467	16,792,074	15,052,255	3,535,212	\$43,275	\$39,466	\$32,942	10,333
44-45	Retail trade	14,737,687	15,515,396	14,647,675	90,012	\$25,196	\$23,384	\$20,625	4,571
72	Accommodation and food services	12,027,557	11,600,751	10,120,951	1,906,606	\$16,383	\$14,726	\$12,603	3,780
31-33	Manufacturing	11,268,906	13,395,670	14,699,536	-3,430,630	\$52,686	\$45,818	\$39,197	13,489
56	Administrative and support and waste management and remediation services	10,217,859	10,250,955	8,741,854	1,476,005	\$33,826	\$29,407	\$23,615	10,211

Note: All data are expressed in current dollars. Sectors presented are limited to those which are comparable over time; comparisons for other sectors may be impacted by changes to the North American Industry Classification System codes.

THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS

For more statistics on this industry, visit [business.census.gov](http://business.census.gov)

Source: 2012, 2007, and 2002 Economic Census; Economy-Wide Key Statistics File

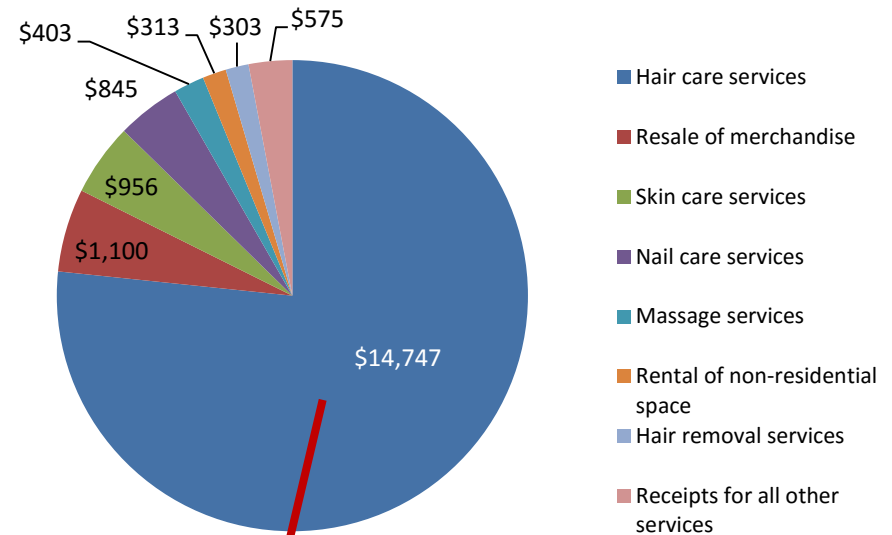
United States<sup>™</sup>  
**Census**  
Bureau  
Economic Statistics



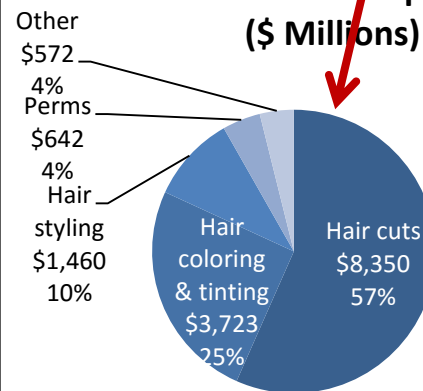
# Industry Series

- Started in **May 2014**
- **National-level** data only, but...
- **More detailed NAICS**
- **Products** data
- **NAICS Changes...**

**Broad Beauty Salon Product Line Receipts:  
2007 (\$ Millions)**



**Detailed Beauty Salon  
Product Line Receipts: 2007  
(\$ Millions)**



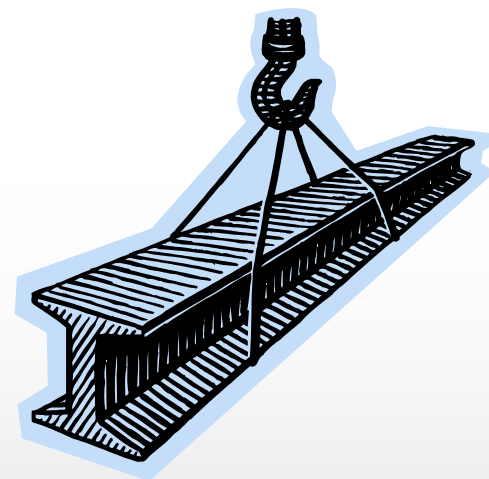
# New Industries for the 2012 Economic Census

- New and emerging industries
  - Breakout of solar, wind, geothermal, and biomass electric power generation from All Other Electric Power Generation (NAICS 221119)
  - Stats:
    - Number of businesses: 673 in 2011 with 9,058 employees (435 in 2007)
    - CA: 106, TX: 53, MN: 50... MD: 2



# Industry Changes for the 2012 Economic Census

- Consolidations due to decrease in number of companies due to:
  - General industry decline
  - Company consolidation (mergers and acquisitions)
- Primarily impacts the **manufacturing** sector (178 industries)
- Stats:
  - Steel mills (880 in 2007, 570 in 2011)
  - Machine tools (579 to 626 (cutting type) and 292 to 312 (forming type))



# Other Industry Changes

- Changes to (and consolidation of ) existing industries due to market change
- Primarily impact the Retail and A&F sectors
- Stats
  - Computer Stores: 12,411 in 2007, 10,292 in 2011
  - Camera Stores: 2,049 to 1,115
  - Music Stores: 4,496 to 2,379

2007 NAICS	2012 NAICS	NAICS Industry Title
	443142	Electronics Stores
443112		<i>Radio, Television, and Other Electronics Stores</i>
443120		<i>Computer and Software Stores</i>
443130		<i>Camera and Photographic Supplies Stores</i>
451220		<i>Prerecorded Tape, Compact Disc, and Record Stores</i>

# What's New Page

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- [History of the Economic Census: In Business Since 1810](#)
- [How Content of the Economic Census is Determined](#)
- [Industry Classification Updates](#)
- [Enterprise Statistics](#)
- [New for 2012](#)
- [Product Classification Updates](#)
- [Reporting Changes](#)
- [Forms](#)

## New for 2012

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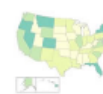
The 2012 Economic Census features a number of important changes from its predecessor, the 2007 Economic Census, that affect data users. See below for more information.



Industry Classification Updates



Product Classification Updates



Geographic Updates



New Enterprise Statistics



Reporting Changes

# Where Else Can I Go for More Information?

- NAICS web site (<http://www.census.gov/eos/www/naics/>)
  - Industry definitions and Concordance tables
  - Relationships to other systems
  - *Federal Register Notices*

The screenshot shows the official NAICS website. At the top, there's a navigation bar with links for Home, Blogs, About Us, Index A to Z, Glossary, and FAQs. Below this is a secondary navigation bar with links for People, Business, Geography, Data, Research, and Newsroom. The main heading is "North American Industry Classification System". Below the heading is a navigation menu with links for Main, History, Development Partners, Federal Register Notices, NAPCS, and FAQs. The "Federal Register Notices" link is highlighted. The main content area is divided into three columns. The left column contains a "NAICS Search:" section with three search boxes labeled "2012 NAICS Search", "2007 NAICS Search", and "2002 NAICS Search". The middle column contains an "Introduction to NAICS" section with text about the system's purpose and development. The right column contains an "Announcements" section with links to "August 17, 2011" and "2012 NAICS Structure".

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United States Census Bureau

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People | Business | Geography | Data | Research | Newsroom

You are here: [Census.gov](#) | [Business & Industry](#) | NAICS

## North American Industry Classification System

Main | History | Development Partners | **Federal Register Notices** | NAPCS | FAQs

### NAICS Search:

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

### Downloads/Reference Files/Tools

- [2012 NAICS](#)

### Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools.

The official 2012 U.S. NAICS Manual includes definitions for each industry, background information, tables showing changes between 2007 and 2012, and a comprehensive index. The official 2012 U.S. NAICS Manual is available in print and on CD-ROM from the National Technical Information Service (NTIS) at (800) 553-6847 or (703) 605-6000, or through the [NTIS](#) Web site. Previous versions of the NAICS Manual are available.

Additional information on the background and development of NAICS is available in the [History](#) section of this Web site.

### Announcements

[August 17, 2011](#) [PDF, 145KB]  
Federal Register Notice-North American Industry Classification System; Revision for 2012; Notice. Vol. 76, No. 159.

[2012 NAICS Structure](#) [XLS, 249KB]

## A new home for the ISP

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Figure 15.10: A rainbow in the sky. The rainbow is formed by the refraction and reflection of sunlight in water droplets. The light is dispersed into its constituent colors, with red on the outside and violet on the inside.

Downloaded from <http://ajph.org/> on November 10, 2015

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Department of Commerce

## ... and the Snapshots



# Industry Statistics Portal

Industry Statistics Portal (ISP) ([www.census.gov/econ/isp/](http://www.census.gov/econ/isp/))

- All data sources for an industry
- Links to AFF
- Industry definitions & comparability back to 1997

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**Feedback**

## Industry Statistics Portal

### 2012 NAICS: 44111 - New car dealers

#### GUIDE TO ALL DATA SOURCES

#### ECONOMIC DATA IN AFF

#### DEFINITION & COMPARABILITY

#### 2012 NAICS SEARCH

Enter a NAICS code or Title

#### RELATED INDUSTRIES

Collapse list Expand list

- ISP Home
- 44-45 - Retail trade
  - 441 - Motor vehicle and parts dealers
    - 4411 - Automobile dealers
      - 44111 - New car dealers
        - 441110 - New car dealers

#### SELECTED VISUALIZATIONS

#### Guide to All Census Bureau Data Sources for This Industry

Source & Description	Frequency	Latest Data	Geography	Industry
<a href="#">Monthly Retail Trade and Food Services Survey (MRTS)</a>	Monthly	Feb 2014	U.S.	Selected 2 thru 5 digits
<a href="#">Annual Retail Trade Survey (ARTS)</a>	Annual	2011	U.S.	Selected Retail Trade 3- thru 6-digits
<a href="#">County Business Patterns (CBP)</a>	Annual	2011	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
<a href="#">Statistics of U.S. Businesses (SUSB)</a>	Annual	2011	U.S., states, metro areas, counties	Selected 2- thru 6-digits
<a href="#">Economic Census (ECN)</a>	Every 5 years	2012	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
<a href="#">Economic Census of Island Areas (IA)</a>	Every 5 years	2007	American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands	2-thru 5 digits
<a href="#">Survey of Business Owners (SBO)</a>	Every 5 years	2007	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

# Release Schedule

## Economic Census

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### Schedule by quarter

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#### 2012 Economic Census Data Release Schedule

	2014				2015				2016			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Economic Census of the United States												
Multi-Sector												
Mining												
Utilities <sup>[2]</sup>												
Construction												
Manufacturing												
Wholesale Trade												
Retail Trade <sup>[2]</sup>												
Services <sup>[1]</sup>												

Geographic Area Series

# Geographic Area Series

- Scheduled to start in February 2015
- National-, state- county-, metro area-, and place-level data
- Full NAICS detail
- LOTS of Changes Coming...



# New Places

- 2007 EC cutoff:  
**5,000+** pop or jobs
- 2012 EC cutoff:  
**2,500+** pop or jobs
- Results in nearly **5,000** new places published for 2012
  - 105** in MD (288 total)

## 2012 Economic Census

Economic Place Changes from 2007 to 2012 for: Maryland

### Summary Information:

No. Places in 2007:	207
No. Places Added for 2012:	105
2012:	24
No. Places in 2012:	288

### Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Place Total	38850	Hillandale CDP
001	Allegany County	20525	Cresaptown CDP
		46075	La Vale CDP
		63425	Potomac Park CDP
003	Anne Arundel County	01635	Annapolis Neck CDP
		22050	Deale CDP
		25050	Edgewater CDP
		31350	Gambriels CDP
		38025	Herald Harbor CDP
		51575	Mayo CDP
		55050	Naval Academy CDP
		66400	Riva CDP
005	Baltimore County	04050	Baltimore Highlands CDP
		44350	Kingsville CDP
		45650	Lansdowne CDP
		48875	Lutherville CDP
		78050	Timonium CDP
		15925	Chesapeake Beach town
		16050	Chesapeake Ranch Estates CDP
009	Calvert County	23700	Drum Point CDP
		24050	Dunkirk CDP
		41025	Huntingtown CDP
011	Caroline County	22725	Denton town
		27900	Feddersburg town
		36500	Hampstead town
013	Carroll County	49950	Manchester town
		76550	Sykesville town
		56450	North East town
015	Cecil County	61150	Perryville town
		66275	Rising Sun town
017	Charles County	41500	Indian Head town
		06662	Bensville CDP
		10925	Bryans Road CDP

COUNTY Code	TITLE	PLACE Code	TITLE
021	Frederick County	26200	Emmitsburg town
		52425	Middletown town
		09100	Braddock Heights CDP
		47040	Lingansville CDP
		74560	Spring Ridge CDP
		79900	Urbana CDP
023	Garrett County	57650	Oakland town
025	Harford County	42325	Jarrettsville CDP
		62175	Pleasant Hills CDP
		41475	Ilchester CDP
027	Howard County	70475	Savage CDP
		70525	Scaggsville CDP
031	Montgomery County	16620	Chevy Chase town
		43500	Kensington town
		02762	Ashton-Sandy Spring CDP
		10500	Brookmont CDP
		17350	Clarksburg CDP
		22775	Derwood CDP
		29790	Four Corners CDP
		30800	Friendship Heights Village CDP
		33250	Glenmont CDP
		38850	Hillandale CDP
		46150	Layhill CDP
		46375	Leisure World CDP
		83775	Wheaton CDP

# Place Changes

## 2012 Economic Census - GeoNotes File for Maryland

(List of all newly-recognized places for the 2012 Economic Census and all places with any change from the 2007 Economic Census)

2012				2007			Description of Change (2007 to 2012)	Change Date
Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code	COUNTY Name	Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code		
Accokeek CDP	00250	033	Prince George's	Accokeek CDP	00250	033	Area gain	01/01/2010
Annapolis Neck CDP	01635	003	Anne Arundel	Balance of Anne Arundel County	98003	003	New CDP	01/01/2010
Ashton-Sandy Spring CDP	02762	031	Montgomery	Balance of Montgomery County	98031	031	New qualifying place	01/01/2012
Aspen Hill CDP	02825	031	Montgomery	Aspen Hill CDP	02825	031	No longer includes all or part of one or more new qualifying entities	01/01/2010
Ballenger Creek CDP	03800	021	Frederick	Balance of Frederick County	98021	021	Area gain/Area loss	01/01/2010
Baltimore Highlands CDP	04050	005	Baltimore	Lansdowne-Baltimore Highlands CDP	45682	005	New CDP/Includes all or part of a merged or deleted 2007 entity	01/01/2010
Beltsville CDP	06400	033	Prince George's	Beltsville CDP	06400	033	Area gain	01/01/2010
Bensville CDP	06662	017	Charles	Bennsville CDP	06615	017	Name and FIPS code change	01/01/2010
Berlin town	06800	047	Worcester	Balance of Worcester County	98047	047	New qualifying place	01/01/2012
Berwyn Heights town	06925	033	Prince George's	Balance of Prince George's County	98033	033	New qualifying place	01/01/2012
Boonsboro town	08625	043	Washington	Balance of Washington County	98043	043	New qualifying place	01/01/2012
Braddock Heights CDP	09100	021	Frederick	Balance of Frederick County	98021	021	New qualifying place	01/01/2012
Brandywine CDP	09325	033	Prince George's	Balance of Prince George's County	98033	033	New qualifying place	01/01/2012
Brentwood town	09500	033	Prince George's	Balance of Prince George's County	98033	033	New qualifying place	01/01/2012
Brock Hall CDP	10150	033	Prince George's	Greater Upper Marlboro CDP	34712	033	New CDP/Includes all or part of a merged or deleted 2007 entity	01/01/2010
Brooklyn Park CDP	10475	003	Anne Arundel	Brooklyn Park CDP	10475	003	Area gain/Includes all or part of a merged or deleted 2007 entity	01/01/2010
Brookmont CDP	10500	031	Montgomery	Balance of Montgomery County	98031	031	New qualifying place	01/01/2012
Brunswick city	10900	021	Frederick	Brunswick city	10900	021	Area gain	01/01/2010
Bryans Road CDP	10925	017	Charles	Balance of Charles County	98017	017	New qualifying place	01/01/2012
Cambridge city	12400	019	Dorchester	Cambridge city	12400	019	Area gain	01/01/2010
Capitol Heights town	13000	033	Prince George's	Balance of Prince George's County	98033	033	New qualifying place	01/01/2012
Centreville town	14950	035	Queen Anne's	Balance of Queen Anne's County	98035	035	New qualifying place	01/01/2012
Chesapeake Beach town	15925	009	Calvert	Balance of Calvert County	98009	009	New qualifying place	01/01/2012
Chesapeake Ranch Estates CDP	16050	009	Calvert	Chesapeake Ranch Estates-Drum Point CDP	16062	009	New CDP/Includes all or part of a merged or deleted 2007 entity	01/01/2010
Chester CDP	16125	035	Queen Anne's	Balance of Queen Anne's County	98035	035	New qualifying place	01/01/2012
Chevy Chase town	16620	031	Montgomery	Balance of Montgomery County	98031	031	New qualifying place	01/01/2012
Chillum CDP	16875	033	Prince George's	Chillum CDP	16875	033	Area loss	01/01/2010
Clarksburg CDP	17350	031	Montgomery	Balance of Montgomery County	98031	031	New qualifying place	01/01/2012
Clinton CDP	17900	033	Prince George's	Clinton CDP	17900	033	Area gain	01/01/2010
Cloverly CDP	18150	031	Montgomery	Colesville CDP	18475	031	Area gain/Area loss	01/01/2010
Colesville CDP	18475	031	Montgomery	Colesville CDP	18475	031	Area gain/Area loss	01/01/2010

- Adds / Drops
- Boundary Changes
- New Incorporations / Unincorporations

# New Metros

- 2007: metro areas as of Dec. 2006
- 2012: metros after 2010 Decennial
- **156** new or changed metros
  - In MD, no new CSAs, 2 changed CSAs, 1 changed metro area, 1 unchanged metro area

TITLE	Notes	CSA code	MSA code	MD code	ST code	COUNTY code
Combined Statistical Areas and Their Component Metro and Micro Areas and Counties						
Philadelphia-Reading-Camden, PA-NJ-DE-MD CSA	2007 Combined Statistical Area, with three 2007 Metro Areas added and the Metro Divisions reconfigured	428	00000	00000	00	
Atlantic City-Hammonton, NJ Metro Area		428	12100	99999	34	
Atlantic County	Not in a CSA in 2007	428	12100	99999	34	001
Dover, DE Metro Area		428	20100	99999	10	
Kent County	Not in a CSA in 2007	428	20100	99999	10	001
Ocean City, NJ Metro Area		428	36140	99999	34	
Cape May County	Not in a CSA in 2007	428	36140	99999	34	009
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area		428	37980	00000	00	
Camden, NJ Metro Division		428	37980	15804	34	
Burlington County		428	37980	15804	34	005
Camden County		428	37980	15804	34	007
Gloucester County		428	37980	15804	34	015
Montgomery County-Bucks County-Chester County, PA Metro Division		428	37980	33874	42	
Bucks County	In MD 37964 in 2007	428	37980	33874	42	017
Chester County	In MD 37964 in 2007	428	37980	33874	42	029
Montgomery County	In MD 37964 in 2007	428	37980	33874	42	091
Philadelphia, PA Metro Division		428	37980	37964	42	
Delaware County		428	37980	37964	42	045
Philadelphia County		428	37980	37964	42	101
Wilmington, DE-MD-NJ Metro Division		428	37980	48864	00	
New Castle County, DE		428	37980	48864	10	003
Cecil County, MD		428	37980	48864	24	015
Salem County, NJ		428	37980	48864	34	033
Reading, PA Metro Area		428	39740	99999	42	
Berks County		428	39740	99999	42	011
Vineland-Bridgeton, NJ Metro Area		428	47220	99999	34	
Cumberland County		428	47220	99999	34	011

# More Sectors

## 2012 Economic Census Geographic Coverage

Economic Census Sector	States	Metro Areas	Coun- ties	Places	ZIPs
21: Mining	X				
22: Utilities	X	X	X	X	
23: Construction	X				
31-33: Manufacturing	X	X	X	X	
42: Wholesale Trade	X	X	X	X	
44-45: Retail Trade	X	X	X	X	X
48-49: Transportation and Warehousing	X	X	X	X	
51: Information	X	X	X	X	
52: Finance and Insurance	X	X	X	X	
53: Real Estate and Rental and Leasing	X	X	X	X	
54: Professional, Scientific, and Technical Services	X	X	X	X	X
55: Management of Companies and Enterprise	X				
56: Admin. and Support and Waste Management and Remediation Services	X	X	X	X	X
61: Educational Services	X	X	X	X	X
62: Health Care and Social Assistance	X	X	X	X	X
71: Arts, Entertainment and Recreation	X	X	X	X	X
72: Accommodation and Food Services	X	X	X	X	X
81: Other Services (Except Public Administration)	X	X	X	X	X

X – New for 2012



# Other Geographic Changes

- No pub cutoffs
- 6 New Counties in AK
- Planning Areas in PR
- Geographic Components
  - Offshore Areas
  - “Statewide” Areas
  - Non-Metro Areas

Geography Filter Options

☒ Geographic Type

☒ Summary Level

☒ Within State

☒ Geographic Component

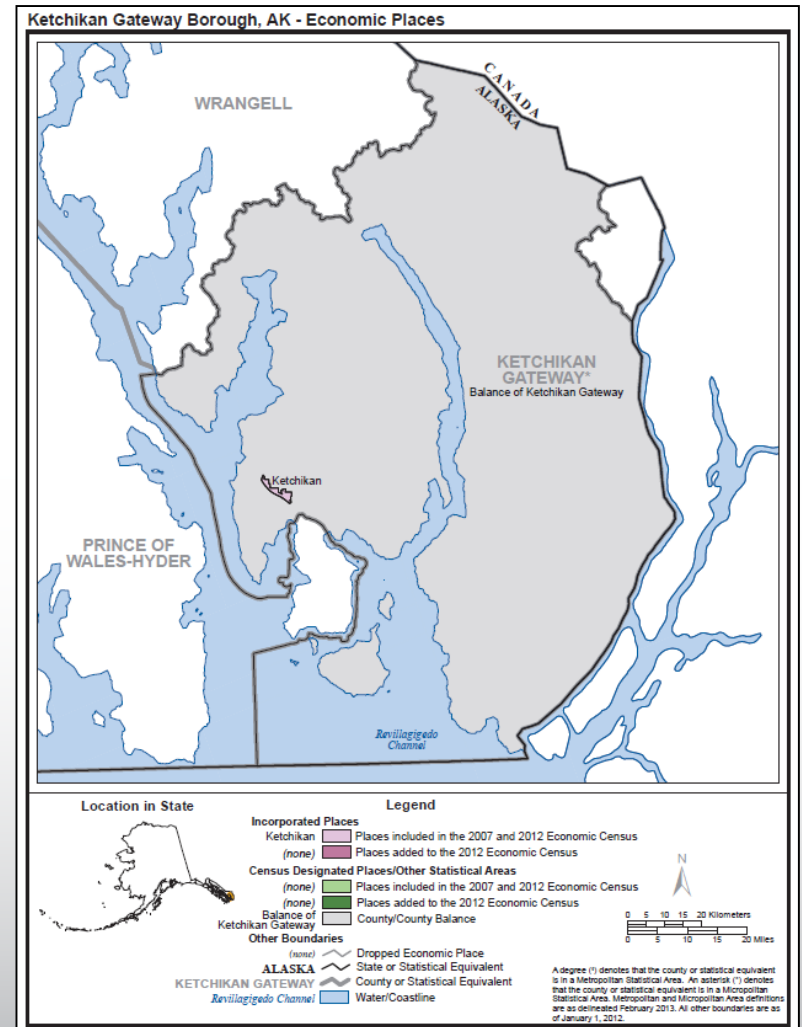
Include in results:

☒ All geographies

☐ Individual geographies

☐ Groups of geographies

☒ Show Geographic Components (e.g., urban, rural)



# Help Center Page

## 2012 EC Geo Reference info

### In this section:

[Counties](#)

[Geographic Coverage Tables](#)

[Metropolitan and Micropolitan Areas](#)

[Offshore Areas](#)

[Places](#)

[Puerto Rico Planning Regions](#)

[Regions and Divisions](#)

[States](#)

[ZIP Codes](#)

[Geography Changes for the 2012 Economic Census](#)

### Geography

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In this section we provide information about geography changes, geographic summary levels, and provide access to reference maps. :

#### Learn More About These Levels of Geography:

[Counties](#)  
[Metropolitan Areas](#)  
[Offshore Areas](#)  
[Places & Consolidated Cities](#)  
[Puerto Rico Planning Regions](#)  
[Regions and Divisions](#)  
[States](#)  
[ZIP Codes](#)



Reference maps for the 2012 Economic Census will be available later this year.

Go [here](#), to view reference maps from the 2007 Economic Census Reference Maps

### In this section:

### Help Center

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The 2012 Economic Census provides a comprehensive view of the American economy for the first time since the 2007 Census. While the economic census occurs every five years, there is a multitude of other programs that provide limited economic data on a monthly, quarterly, annual, and five year basis. To help you arrive at the data you need we have created the following user guide:

#### The American FactFinder Help Center



For directions on using American FactFinder, please click on the [graphics](#) link above. To begin searching immediately, please visit our [Finding Data](#) landing page.

#### Understanding Industry Classification Systems



Learn how we classify businesses and economic output.

#### What Data Tools are Available



Learn about the different tools available.

#### Methodology and Disclosure Help Center

State	Annual output	Yearly quarter output
1	11,000	11,000
2	0	0
3	0	0

Learn how we collect data and protect the identity of our respondents.

#### Understanding Geography



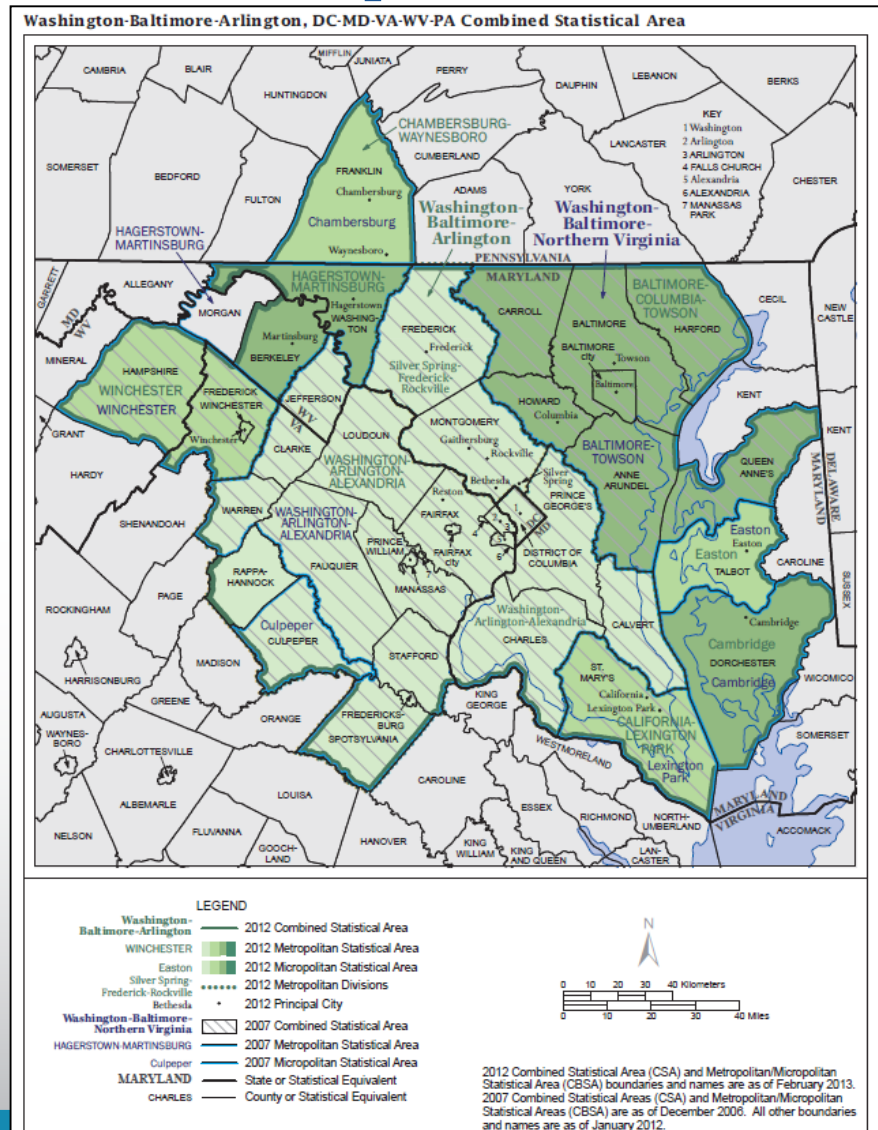
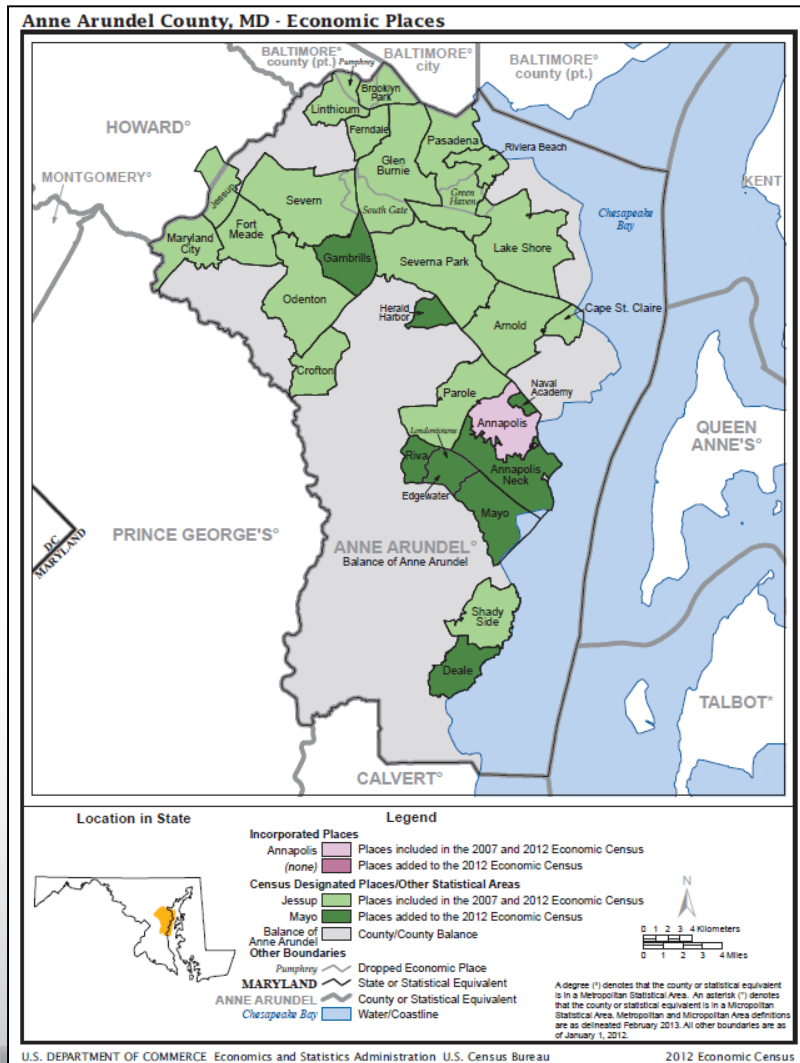
Learn about geography and view a variety of reference maps. Go [here](#) find data by geography.

#### Understanding Economic Data

Annual output	Number of paid employees
11,000	738,431
45,887,472	637,241

Learn the who, what, when, why, and how of economic data.

# Reference Maps



# Help Center Page (cont.)

The screenshot shows the Economic Census Help Center page. The top navigation bar includes links for People, Business, Geography, Data, Research, and Newsroom. The main content area is divided into several sections, each with a callout box highlighting specific information:

- North American Industrial Classification System & Other Classification Systems:** This section provides information about how the Census Bureau classifies businesses and their activities. It includes links for Industry Classification (Sectors, Codes Not Covered in the Economic Census, Industry Code Updates, Classification of Establishments) and Product Classification (Product Classification, Broad vs Detailed Product Lines).
- Methodology & Disclosure:** This section provides information about how data is gathered and protected. It includes links for Methodology (Basis of Reporting, Different Methodologies, Method of Assigning Tax Status, Reliability of Data, Who gets a form?) and Disclosure (Data Processing and Treatment of Nonresponse, Glossary of Disclosure Symbols, What is Disclosure?).
- Help Center:** This section provides a comprehensive view of the American economy for the first time since the 2007 Census. It includes a link for The American Factfinder Help Center.
- What Data Tools are Available:** This section provides information about the data tools available, including a link for the American Factfinder Help Center.
- Data Help Center:** This section provides information about the data we provide and topics we cover. It includes links for Data Resources (Changes to the Data, Content (Data Items), Data we don't have, Definitions, Definition Changes, Different Data Sources, Finding Common Statistics, Related Sites, Sources of the Data, Things to Keep in Mind) and Data Topics (Business Expenses, Comparative Statistics, Concentration Ratios, E-Commerce, Legal Form of Organization, Minority, Women, and Veteran-Owned Businesses, Small Business and Business Size, Puerto Rico and the Island Areas, Workers and Employment).
- Understanding Industry Classification Systems:** This section includes the NAICS logo and a link to learn how businesses and economic output are classified.
- Methodology and Disclosure Help Center:** This section includes a table showing the number of businesses and the amount of data collected, and a link to learn how data is collected and protected.
- Understanding Economic Data:** This section includes a table showing the number of businesses and the amount of data collected, and a link to learn the who, what, when, why, and how of economic data.

Comprehensive descriptions

# Finding Data Page (cont.)

The B&I page updated

U.S. Department of Commerce

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## Finding Economic Data By Geography

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The economic programs at Census typically produce data for the following six levels of geography: National, States, Metro Areas, Counties, Places, and ZIP Codes. Some of the programs also produce data additional geographies such as Regions, Divisions, and Commodity Flow Survey Metro Areas. To learn more about each level of geography, please visit the [Geography Help Center](#).

Using the tables below, you will be able to see which of the six main geographic levels are available for each program. In the first table, you will see all economic programs that release data in American FactFinder (AFF). In the second table, you will see all economic programs that release data via their website.

Not sure what a program covers? Simply click the program title to learn more.

### Geographic Coverage of the Economic Census and Related Programs in AFF

- geography covered in economic program

The links in the table below will take you to prefilled table. Once in AFF, you can access additional national level data by clicking the [Back to Advanced Search](#) button above the table. To learn more on how to use AFF please visit the [help center](#) or the [AFF user guide](#).

Economic Program	Frequency	U.S.	State	Metro Areas	Counties	Places	ZIP Codes
<a href="#">Annual Survey of Manufactures</a>	Annual						
<a href="#">County &amp; ZIP Code Business Patterns</a>	Annual						
<a href="#">Nonemployer Statistics</a>	Annual						
<a href="#">State Government Tax Collections Survey</a>	Annual						
<a href="#">Census of Governments</a>	5 year						
<a href="#">Commodity Flow Survey</a>	5 year						
<a href="#">Economic Census</a>	5 year						
<a href="#">Economic Census of Island Areas</a>	5 year						
<a href="#">Survey of Business Owners</a>	5 year						

### Geographic Coverage of Economic Programs not in AFF

- geography covered in economic program

Economic Program	Frequency	U.S.	States	Metro Areas	Counties	Places	ZIP Codes
<a href="#">Advance Monthly Sales for Retail and Food Services</a>	Monthly						
<a href="#">Construction Spending</a>	Monthly						
<a href="#">Export Statistics</a>	Monthly						
<a href="#">Import Statistics</a>	Monthly						

## Finding Data

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### The Census Bureau conducts over 100 surveys each year to measure the nation's people, places, and economy.

The Economic Programs conducted by the Census Bureau cover business activity on the local and national levels. If you are interested in data about people and households, please visit the [People and Households](#) page.

Choose one of the paths below to search for the data you need:

### Find Economic Data by Industry

View the new Statistics Portal

OR

[View an Industry Snapshot](#)

[Want to learn more? Visit the Industry Classifications Help Center.](#)

### Find Economic Data by Topic

Topics  
(NAICS industry, year, dataset, ...)

[Want to learn more? Visit the Data Help Center.](#)

### Find Economic Data by Geography



OR

[View Snapshots](#) of selected geographies

[Want to learn more? Visit the Geography Help Center.](#)

### Find Demographic Data



[Need data on age, race and ethnicity, income, and other demographic variables? Visit the Demographic Data landing page.](#)



# Uses of Census Data Page

U.S. Department of Commerce

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**In this section:**

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- [Comparing My Community](#)
- [Identifying New Markets](#)
- [Creating Business Plans](#)

## Uses of Census Data

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The Economic Census provides detailed statistics that are important for industries and communities. Trade associations, chambers of commerce, and businesses rely on this information for economic development, business decisions, and strategic planning. Browse the topics below for information on using these statistics, including sample case studies. Full statistical tables from the Economic Census can be found in [American FactFinder](#).



[See uses of the Economic Census](#)

### Compare my business to others

Your Business	Industry Average 2007
2,526,478	3,911,027
132,973	166,495

Business owners and managers can compare the operating data for their business to totals and averages for their industry (such as sales per employee) from the national, state, and even local level to evaluate their current operations. Business owners and managers can also compare the data for their business to businesses in related industries and other industries in their local area.

[See Example >](#)

### Compare my community to others



Local economic development organizations and chambers of commerce can compare statistics for the industries in their community to identify opportunities for growth. They can also compare statistics for the industries in their community to neighboring communities, their metro area and state, and to national totals to identify market share and trends.

[See Example >](#)

### Identify business markets



Business owners and managers can analyze information for their customers at the local level to identify unsaturated or emerging/growing markets for their products and for opportunities for expansion.

[See Example >](#)

### Use data in business plans and loan applications



Entrepreneurs can use statistics from the Economic Census for the industry that they are considering starting a business in or for related industries at the local level in their business plans. They can also use this information in loan applications to local business lenders and in government business development agencies to validate the potential market they are considering entering.

[See Example >](#)

Help us  
identify real-  
life  
examples...

# Organizations Page

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### Organizations

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**Economic statistics from the Census Bureau can help your organization and its members.**

#### Resources for your Organization

- [General Information](#)
- [How to use economic data](#)
- [Find economic data for your industry](#)
- [Get help with American FactFinder](#)

*To see items used during the promotional phase of the 2012 Economic Census and other items, view the Reference Materials box below.*

#### Media

- [Press Information Office](#)
- [Economic Census Press Releases](#)
- [Find economic data](#)
- [Get help with American FactFinder](#)

*To see items used during the promotional phase of the 2012 Economic Census and other items, view the Reference Materials box below.*

#### Reference Materials

- [Fact Sheets](#)
- [Online Ads & Links to Us](#)
- [Print Materials](#)
- [Respondents Landing Page](#)
- [Sample Articles](#)
- [Story Ideas](#)
- [Talking Points](#)
- [Videos:](#)
  - [How To Videos](#), [Informational Videos](#), [Industry Videos](#), [NABE](#)
- [Who gets a form](#)



# Other Economic Data Tools

- *QuickFacts*
  - Data from CBP, Nonemployers, SBO, EC, & Building Permits (and more coming soon)
- *Interactive Map*
  - Data from CBP and Pop Estimates
- *America's Economy* Mobile App
  - Data from the Economic Indicators
- *Business Plan Builder*... coming soon...



# Summary

- Our new [business.census.gov](https://business.census.gov) site has a lot of useful materials for you and your users
  - Just a trickle of data has been released so far
  - Lots more coming... (Industry Series, etc.)
- Stay tuned for other new offerings
- Visit [business.census.gov](https://business.census.gov) and promote use of Census demo & econ data

# Questions



# Any other Questions:

[Andrew.W.Hait@census.gov](mailto:Andrew.W.Hait@census.gov)  
(301)763-6747

## Thank You!